



## Crabbie's maximizes store visits with dynamic creatives

Verve's precision audience targeting enabled Crabbie's to engage new customers in the US.

CATEGORY: Advertiser  
SOLUTION: Managed service  
REGION: United States

**5.25%**  
tap-to-site rate

**0:22s**  
average engagement time

**79,341**  
incremental store visits

### Objective

Crabbie's is a well-established UK alcoholic ginger beer that was looking to drive brand awareness in the US. They wanted to engage American consumers with a new ad campaign, enticing them to purchase Crabbie's beers from local stores.

### Strategy

Local markets were selected to align with "Crabbie's Week," where themed sampling events were hosted at bars and restaurants. For an omnichannel approach, a mobile ad campaign ran concurrently with radio spots.

Verve led the mobile ad campaign by targeting luxury drinkers, working professionals, and young individuals with a high discretionary income. The Verve team created unique audience segments, mapping mobile devices to homes to target consumers within a certain radius of each store. Tap-to-map creatives engaged consumers by displaying the nearest store based on their real time location.



### Results

- 79,341 incremental store visits
- 5.25% tap-to-site rate
- :22 seconds average engagement time

